

## IN THE CLAIMS

Please amend claims as follows:

1. (Currently Amended) A method comprising:  
receiving a call of a service dialed number from a mobile device;  
terminating the call upon receipt of the service dialed number, and prior to the call  
being answered;  
upon the call being terminated, selecting a response to the call based upon a the  
service dialed number ~~selected to address the call~~, the service dialed number containing at  
least a first segment and a second segment, the first segment representing a unique code used  
by the mobile operator to route the call and the second segment representing a unique code  
that identifies the service; and  
  
initiating a dialog between a server and the mobile device ~~prior to the call being~~  
~~answered.~~
2. (Cancelled)
3. (Original) The method of claim 1, further comprising:  
determining, from the call, a subscriber identifier.
4. (Original) The method of claim 3, further comprising:  
determining, based upon the subscriber identifier, a set of capabilities of the mobile  
device.

5. (Original) The method of claim 4, further comprising:  
selecting, based upon the set of capabilities, a format, through which the mobile device is capable of communicating, for the dialog.
6. (Original) The method of claim 5, wherein the format is two-way SMS.
7. (Original) The method of claim 1, further comprising:  
selecting, based upon a first subset of the information, the server to select the response.
8. (Original) The method of claim 1, further comprising:  
identifying, based upon a second subset of the information, data independent of the server and a recipient of the call.
9. (Original) The method of claim 8, wherein the data is one of a product, a location, a person, and a group of people.
10. (Previously Presented) The method of claim 1, wherein the information is selected through at least one of a standard cellular phone interface, touchscreen soft buttons, and voice recognition.

11. (Original) The method of claim 1, wherein the response instructs the mobile device to connect to the server.

12. (Currently Amended) A system comprising:  
a network computer telephony integrated system to receive a call to a service dialed number from a mobile device, and to cause the call to be terminated upon receipt of the service dialed number and prior to the call being answered;  
a service server to select a response to the call after the call has been terminated, and based upon a the service dialed number selected to address the call, the service dialed number containing at least a first segment and a second segment, the first segment representing a unique code used by the mobile operator to route the call and the second segment representing a unique code that identifies the service; and  
a push server to initiate a dialog based on the selected response between the service server and the mobile device ~~before the call is answered by the network computer telephone integrated system.~~

13. (Cancelled)

14. (Previously Presented) The system of claim 12, wherein the network computer telephony integrated system is to determine, from the call, a subscriber identifier.

15. (Previously Presented) The system of claim 14, wherein the push server is to determine, based upon the subscriber identifier, a set of capabilities of the mobile device.

16. (Previously Presented) The system of claim 15, wherein the push server is to select, based upon the set of capabilities, a format, through which the mobile device is capable of communicating, for the dialog.

17. (Previously Presented) The system of claim 16, wherein the format is two-way SMS.

18. (Previously Presented) The system of claim 12, wherein the push server is to select, based upon a first subset of the information, the service server to select the response.

19. (Previously Presented) The system of claim 18, wherein a second subset of the information identifies data independent of the service server and the network computer telephony integrated system.

20. (Previously Presented) The system of claim 19, wherein the data is one of a product, a location, a person, and a group of people.

21. (Previously Presented) The system of claim 12, wherein the information is selected through at least one of a standard cellular phone interface, touchscreen soft buttons, and voice recognition.

22. (Previously Presented) The system of claim 12, wherein the response instructs the mobile device to connect to the service server.

23. (Currently Amended) A machine-readable medium that provides instructions that, when executed by a machine, cause the machine to perform operations comprising:

receiving a call from a mobile device to a service dialed number;

terminating the call upon receipt of the service dialed number, and prior to the call being answered; and

sending information about the call to a push server to initiate a dialog between a service server and the mobile device, after the call has been terminated ~~prior to the call being answered~~, the dialog to include a response to be selected based upon a service dialed number selected to address the call, the service dialed number containing at least a first segment and a second segment, the first segment representing a unique code used by the mobile operator to route the call and the second segment representing a unique code that identifies the service.

24. (Cancelled)

25. (Previously Presented) The machine-readable medium of claim 23, wherein operations further comprise:

determining, from the call, a subscriber identifier.

26. (Previously Presented) The machine-readable medium of claim 23, wherein the information may be selected through a standard cellular phone interface.

27. (Currently Amended) A machine-readable medium that provides instructions that, when executed by a machine, cause the machine to perform operations comprising:

receiving, from a network computer telephony integrated system, data about a call received from a mobile device, wherein the data is a service dialed number;

terminating the call upon receipt of the service dialed number, and prior to the call being answered; and

initiating a dialog between a service server and the mobile device, after the call has been terminated and before the call is answered by the network computer telephony integrated system, the dialog to include a response to be selected based upon a service dialed number selected to address the call, the service dialed number containing at least a first segment and a second segment, the first segment representing a unique code used by the mobile operator to route the call and the second segment representing a unique code that identifies the service.

28. (Previously Presented) The machine-readable medium of claim 27, wherein operations further comprise:

determining, based upon a subscriber identifier, a set of capabilities of the mobile device.

29. (Previously Presented) The machine-readable medium of claim 28, wherein operations further comprise:

selecting, based upon the set of capabilities, a format, through which the mobile device is capable of communicating, for the dialog.

30. (Previously Presented) The machine-readable medium of claim 29, wherein the format is two-way SMS.

31. (Previously Presented) The machine-readable medium of claim 27, wherein operations further comprise:

selecting, based upon a first subset of the information, a service server to select the response.

32. (Previously Presented) The machine-readable medium of claim 31, wherein operations further comprise:

identifying, based on a second subset of the information, a specification independent of the service server and the network computer telephony integrated system.

33. (Previously Presented) The machine-readable medium of claim 32, wherein the specification is one of a product, a location, a person, and a group of people.

34. – 75. (Cancelled)